

PARTNERING WITH NONPROFITS
Two-Day Training for U.S. Army Corps of Engineers (Corps)
March 9-10, 2002, Charleston, SC
Presented by Association of Partners for Public Lands (APPL)

Purpose:

This course is designed to increase the effectiveness of Corps Recreation and Environmental Stewardship programs through partnerships with nonprofit organizations. Participants will develop a working knowledge of the benefits of partnering and the kinds of services nonprofit organizations can provide for the Corps to enhance the visitor experience at Corps sites. The course is offered by the Association of Partners for Public Lands (APPL) in cooperation with the Corps.

Length

Two (2) days, totaling 14 hours of training

Audience

Corps field employees; citizen volunteers, board members, or nonprofit staff; Corps coordinators, interpretive specialists, and other Federal and state agency employees. Minimum course enrollment, 20 individuals, maximum enrollment 30 individuals.

Instructional Rationale and Materials:

Instruction will emphasize hands-on application of theory, interaction among participants, and opportunities for peer-to-peer learning. While there are no prerequisites for the course, participants will be asked to complete a pre-course survey. Information from the surveys will be used to help the instructional team make the training appropriate to the experiences of the participants.

Participants will receive a workbook, organized by module in a three-ring binder, created especially for the course. It will include reference materials, examples, case studies, worksheets, resource lists, and related Corps governing documents.

Topics

- What the Corps requires with regard to nonprofit partnerships
- To partner or not to partner; benefits and challenges of nonprofit partnerships
- Characteristics of cooperating associations, friends groups, and other nonprofit organizations
- Developing site-specific interpretive themes, business plans, and management goals
- Starting a nonprofit organization, or enhancing an existing partnership
- Building agency and community support
- Relationships of board, staff, volunteers, and agency employees
- Developing a fund raising plan
- Creating public educational programs
- Operating a sales outlet and selecting items to be sold
- Producing and managing publications
- Financial management and return on investment

Instructors

An instructional team that includes Donna Asbury, Executive Director of APPL and George Tabb, Outdoor Recreation Planner is being assembled comprised of experienced representatives of established cooperating associations, friends groups, and Corps staff.

Course Fee and Registration Deadline

\$200 per person registration fee includes lunch on both days. Lodging, transportation, and other meals are in addition to the registration fee. Registration will be accepted on a first-come, first-served basis. APPL reserves the right to cancel the training if a minimum of 20 registrations has not been received by February 1, 2001. The course will be held at the Wingate Inn Charleston, near the Charleston Convention Center – the site of the APPL Convention and Trade Show.

Lodging

Lodging for participants is at the Wingate Inn Charleston. Room rate is \$90 per night, single or double occupancy, plus 12% tax. Continental breakfast is included in the room rate. Individuals must call the hotel toll free at 877-603-4007 to make reservations referencing APPL's room block. Cutoff date to make reservations is February 15, 2002.

APPL Convention and Trade Show

USACE participants wishing to receive additional in-depth training will have the option of registering for and participating in the full APPL Convention and Trade Show at published early bird discounted rates of \$300 per person, member and government rate, if pre-registered by February 1. After February 1 the \$350 government and \$450 non-member/non-government rates will apply. This year's convention theme is "Compelling Stories" and features ways to inspire public participation, support and stewardship of our nation's public lands. Information on the convention is enclosed.

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Draft Agenda

Day One, Saturday, March 9

- 8:30 a.m. Welcome, overview, expectations, and networking
- 9:30 a.m. What the Corps requires in working with nonprofit partnerships
- 10:00 a.m. To partner or not to partner:
- Types and characteristics of nonprofit partnerships
 - What nonprofit partners can do
 - Benefits and challenges of nonprofit partnerships
 - Costs to the Corps – financial, staffing, and in-kind support
 - Ten questions to ask before developing a nonprofit partnership
- 10:45 a.m. Break
- 11:00 a.m. Developing your interpretive and strategic business plan
- Noon Lunch
- 1:00 p.m. Building agency and community support:
- Relationships of board, staff, volunteers and agency employees
 - Recruiting and working with board members
 - Identifying and involving community leaders
- 1:30 p.m. Organizing a nonprofit organization or enhancing an existing organization or partnership (break-out groups)
- How-to's and guidelines for starting a nonprofit organization
 - Checklist for evaluating your existing operation
 - Budgeting and fund development
 - Determining if and when to expand the partnership
- 2:45 p.m. Break
- 3:00 p.m. Creating public educational and outreach programs
- Identifying target audiences
 - Information, education, or interpretation? Determining objectives and desired outcomes
 - On-site or off? Ways to bring the public to your site or take the message to the community
 - Programs that work
- 4:30 p.m. Adjourn for next day

Day Two, Sunday, March 10

- 8:30 a.m. Operating a sales outlet:
- Writing and financing your business plan
 - Startup strategies and timeline
 - Working with your agency partner and the interpretive themes of the site

- Developing your merchandise plan
- 9:15 a.m. Selecting, buying, and developing products:
 - Buying strategies
 - Distributors and wholesalers
 - Publishing vs. purchasing
 - Pricing, inventory control, seasonal fluctuation
- 10:00 a.m. Break
- 10:15 a.m. Marketing your programs and products:
 - Principles of marketing
 - Creating your marketing plan
 - Advertising and promotional ideas that work
 - Identifying, reaching, and involving diverse audiences
- 11:30 a.m. Fundraising and friend raising
 - Your case for support
 - It's everyone's role
 - Customer service
- 12:15 p.m. Lunch
- 1:15 p.m. Fundraising and friend raising, continued
 - Why people give, don't give, and don't like to ask for money
 - Diversifying your revenue streams
 - Community connections and sources of funding
 - Matching the message to the prospect
- 2:30 p.m. Break
- 2:45 p.m. Human resources
 - Appropriate roles of USACE employees, nonprofit staff, and volunteers
 - Recruiting, training and keeping volunteers
 - Your human resources plan
- 3:15 p.m. Putting it all together, the nonprofit partnership game
- 4:00 p.m. Taking it back home --next steps to success
- 4:30 p.m. Adjourn